



**GETTING THE  
BALANCE  
RIGHT WITH  
No1 LIVING**

# CULTIVATING GROWTH

When the team attended LUNCH! in November, we were looking forward to finding out about new challenger brands in our space – and we weren't disappointed.

No 1 Living is a high growth SME vegan healthy drinks brand – and a bcorp to boot. Founded in 2018 by a British sporting legend, their products focus on putting health & wellbeing first through a living diet which is 100% natural & high in live cultures. Currently number 2 in their category, they're growing fast and expanding their commercial teams.

We took a brief from the Head of Commercial in November. As with other new to market businesses we've worked with, we like to support their ambitions where possible and were able to offer some flexibility on our T&Cs to ensure they had some peace of mind in terms of our fee and rebate structure. And then we got to work.

## HEALTHY BALANCE

Initially they were seeking a National Account Executive to broaden their expansion across retail. The ideal candidate would have previous NAE experience in the food or drinks sectors and be looking to take a step up in responsibility. This was a fantastic opportunity for PIE to work with a truly lovely business with a great story to sell to prospective hires and identifying candidates was – if not a breeze – an easier proposition than some of the roles we work on!

However, as with many new and growing businesses, the hiring process threw up several curveballs for our client. Although we'd been briefed on the NAE role, they realised that at this stage in their growth it would be key to get a National Account Manager in situ instead. Armed with a new brief the team readvertised the role, targeted new prospects and looked inhouse to see who we've already been in contact with who could be a potential superstar for this business.

## A NATURAL FIT

With an extensive CRM of candidates from across the FMCG/Consumer space, we identified an individual we'd worked with previously who fitted the bill. Following an interview with the PIE consultant, details were sent over and interviews arranged – with an offer of employment following shortly afterwards. From brief to offer took a little over seven weeks.

We love it when we get feedback from our clients and candidates – whether positive or negative, it's a learning experience. In this case (we're happy to say), the feedback was positive all round.

And as soon as this first hire has bedded in, we'll be working on the next one. All in all, a great lunch.

**“ I CANNOT THANK HER ENOUGH. BRILLIANT AT HER JOB AND JUST AN ABSOLUTE SWEETHEART OF A PERSON. THANKS. FOREVER GRATEFUL! ”**

**“ A DIFFICULT AND CHANGING BRIEF AND HER PERSONALITY AND APPROACH (ALONG WITH PATIENCE) MEANT SHE WAS A REAL ASSET AND PLEASURE TO WORK WITH. ”**

**FANCY A CHAT?**

Will Gardner

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